PHILIP MORRIS U.S.A.

D R A F T

INTER-OFFICE CORRESPONDENCE

100 Park Avenue, New York, N.Y. 10017

To: Military Managers

Date:

From: E. D. Blandford

Subject: Merit Shopper's Spree Sweepstakes - December 1981

Philip Morris military sales will conduct the popular Merit Shopper's Spree Sweepstakes during December. Your participation during the implementation of this promotion is imperative to its success. This promotion will be scheduled for one week (Tuesday through Saturday) in both of the commissaries that you selected via your military fact sheets.

Similiar to the November Marlboro promotion, your Military Merchandiser(s) will erect a military two column bin and attach 120 Merit I.D. Lighters utilizing all authorized Merit brand packings on the Tuesday which opens the weekly promotion. Each of the following four days the floor display should be replenished with 60 additional Merit Lighters (360 lighters for each commissary promotion - total usage 720 lighters for two commissaries).

The coupon pads which are on shelf talkers should be stapled on the floor display header cards and the coupon entry box. Your remaining coupon pad/shelf talkers should be placed in the Merit brands area on the cigarette fixture.

Remember, as in the previous promotion with coupons, you and your Military Merchandiser(s) are responsible for the following:

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- Monitor the authorized coupon entries from all commissary patrons.
- Insure the safety of the coupon box and secure it each night.
- Hold a drawing to select the seven Shopping Spree winners.

SPECIAL NOTE:

Seven $50 checks will be made out to the Finance and Accounting Office in the name of each of the selected commissaries that are complying with the Shopping Spree promotions. Checks should be brought to the commissary on the Saturday of the drawing.

NOTE:

Military Merchandiser(s) are not authorized to hold drawings on the concluding Saturday of the promotion or award winning patrons with checks. The commissary officer or store manager should be contacted prior to the official drawing. You are accountable for the $50 checks and should follow program instructions completely during the promotions.

Individual checks for any winning patrons not present at the drawing should be secured in the commissary cashier's office. The commissary officer or store manager should list the winners on the commissary bulletinboard with information pertaining to picking up winner's check at cashiers office.

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Individual Shopping Spree checks will be dated December 1, 1981. The date the $50 shopping spree actually takes place at the complying commissary, only by the winning patrons, should be written on the back of the check and signed by the patron. All Shopping Sprees should take place by December 31. The check will be rung at the register at the conclusion of the shopping spree. The total $50 check should be utilized completely during the shopping spree. Under no circumstances should winning patrons be allowed to leave commissary with the check. It is your responsibility to see that all individual checks are cashed completely on the day the shopping spree is held by the winning patron. Listed below are further instructions and program elements of this promotion:

DECEMBER MERIT SHOPPING SPREE SWEEPSTAKES

- Seven $50 checks to the seven lucky patrons in each commissary.
- Merit brand family - Merit Lighters incentive.
- Coupons will be available for all patrons to enter Shopping Spree Sweepstakes (this will eliminate any problems that would occur with patrons wanting to enter sweepstakes and not purchasing cigarettes). There will be no discrimination against nonsmokers. All patrons will be eligible for this promotion.
- The extra cardboard boxes you were shipped prior

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to the November Marlboro promotion should be utilized for the daily collection of coupons. Boxes should be set next to two column bins on a table or on cases of cigarettes.

- Each Military Manager will be shipped two header posters (26" x 40") with Shopper's Spree promotion information for each commissary in compliance with the promotion. Header posters with holes for wires, should be hung from the ceiling above cigarette promotion and fixture or in heaviest patron traffic area.

- Each Military Manager will also receive 60 shelf talkers (30 per store) with 60 coupon pads attached to each talker (50 coupons in each pad). This supply of coupon pads will be for the entire week of the promotion. (usage - 300 per day).

- 720 Merit Lighters for each Military Manager (two commissaries - 360 per commissary) total 5 days.

- One week promotion for each selected commissary during December - Tuesday through Saturday.

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- The drawing for the seven winning patrons from the coupon collection will be on Saturday at noon.

- Attached is a recap sheet for the listing of winning patrons names and addresses along with the commissary name and address where the shopping spree promotion was held. Fill out this information from the seven winning coupons for each commissary on the day of the drawing and return to Ted Costas in the N.Y.O.

If you have any questions or need further information, contact Ted Costas in the N.Y.O.

EDB:lad

cc: R. Atlas
H. Coleman
Region Directors
SSM's, SHA's

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